

Amendments to the Specification:

[0036] As illustrated the label comprises a machine-readable indicia 14, in this case a bar code printed with a dichroic ink. Alternatively, the portion 16 of the label 12 excluding bar code 14 may be printed with a ~~dichroic~~ dichroic ink, leaving the bar code as an unpolarized area. Positioned between label 12 and ~~mail piece 10~~ indicia 14 is a reflective layer 18: which as illustrated is coextensive with indicia 14 or, alternatively, with the larger surface 16.